



49^{er}
Alumni
Day



34 12

SAN FRANCISCO FORTY NINERS vs. BALTIMORE COLTS

DECEMBER 18, 1960

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Bumptious and bright, Mr. Sherwood remains the best thing that happens every morning, precisely from 6 to 9, on San Francisco's most listened-to station, the Sound of the City, KSFO/560 on everybody's dial.



AN ENVELOPE IS WORTH \$125,000

The lights burn late these nights in Suite 300, 1255 Post St., as Lynn (Pappy) Waldorf and his chief aide, Roy Gilbert, check and re-check the 49er draft list for 1961.

Before he goes home, Pappy takes special care of an envelope containing the names of the 250 college football players most highly regarded by the 49er scouting force. This envelope is locked in the office safe each evening for it represents an outlay of \$125,000—yearly cost of San Francisco's talent search.

As surprising as it may be to the chronic harbingers of doom, there are still 625 colleges with football teams. Pappy estimates that there are approximately 10 seniors on each team for a nation-wide total of 6,250. The 49ers have received complete reports on 1,200 lads rated as professional prospects. The file cards on many of the individuals are voluminous, having been compiled over a three-year period.

* * * *

With 60 scouts on the payroll, plus the entire 49er coaching staff, Pappy heads up quite an organization. The Portly One personally traveled more than 60,000 miles in 1960, popping up at 100 schools for practice sessions and confabs with collegiate mentors.

He believes this has been a vintage year for linemen.

"I've never seen so many big, fast players in my life," Pappy says. "I think we got three of the best as redshirts (players with another season of college eligibility) last December when we drafted Carl Kammerer of College of Pacific, Dean Hinshaw of Stanford and Ernie Hansen of Arizona State at Flagstaff."

The hefty Hansen—6-4, 250 pounds—was a four-year letterman for Flagstaff, performing at center and linebacker, and signed his 1961 49er contract last week. Hinshaw and Kammerer will play for the West in the annual Shrine classic at Kezar.

* * * *

National Football League clubs have averaged five rookies per club, which means that around 70 newcomers will start drawing paychecks from the 14 clubs (the Minnesota Vikings will be on hand) next fall. The 49ers are far above the average for two years with a total of 17 new players in 1959-60.

* * * *

Now that they've been in business for 15 years, the 49ers have built up a large group of "alumni" and many former players will be present today for their annual homecoming. They and their wives were guests of the club at a special "pregame meal" at the Jack Tar this morning.

Those who reside in the Bay Area will be out in force—Norm Standlee, Al Beals, Nick Feher, Hal Shoener, John Strzykowski, Lowell Wagner, Pete Franceschi, Bruno Banducci, Don (Boom-Boom) Burke, Don Campora, Pete Wismann, Nick Susceff, Lou Palatella, Ken Casanega, George Maderos, Gerry Conlee, Eddie Forrest, Jesse Freitas, Visco Grgich, Bob Titchenal, Stan Sheriff and Gordy Soltau.

From afar will come Dick Renfro, Rex Berry, Sam Cathcart, Paul Salata, Pete Schabarum, Jim Powers and Gail Bruce.

His weekly television assignment will keep Frankie Albert in St. Louis where the Pittsburgh Steelers meet the Cardinals.

San Francisco 49ERS	vs. Baltimore COLTS
SUNDAY, DECEMBER 18, 1960	1:30 P.M. KEZAR STADIUM



Cheer for your favorite team – with these new pro football fashions!

You'll sit in the best dressed seats in the stadium with these new stadium coats and jackets by Sport Chief. The "Huddle" poncho, far left, comes in loden or red wool plaid and reverses to cotton poplin, as worn by girl far right. Fits men, women and children, \$19.95. Man with glasses wears NFL "Team" jacket. Wool melton hip-hugger identical to those worn by your favorite team players. In official team colors and insignia, Men's—\$14.95, Boys'—\$12.95. Fan with hot dog sports the "Spectator," wide wale corduroy, double breasted swagger coat lined with blanket wool plaid, \$27.95.

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Enjoy food and liquid refreshment in comfort with a Thermos® Stadium Kit. Two quart Thermos vacuum bottles, two sandwich boxes, outside pocket for blanket or other gear. By American Thermos Products Co., \$17.95.

Blanket is 100% virgin Acrilan®, washable, whip-stitched edges, built-in foam pad carrying case, \$12.95, by Troy Blanket Mills.

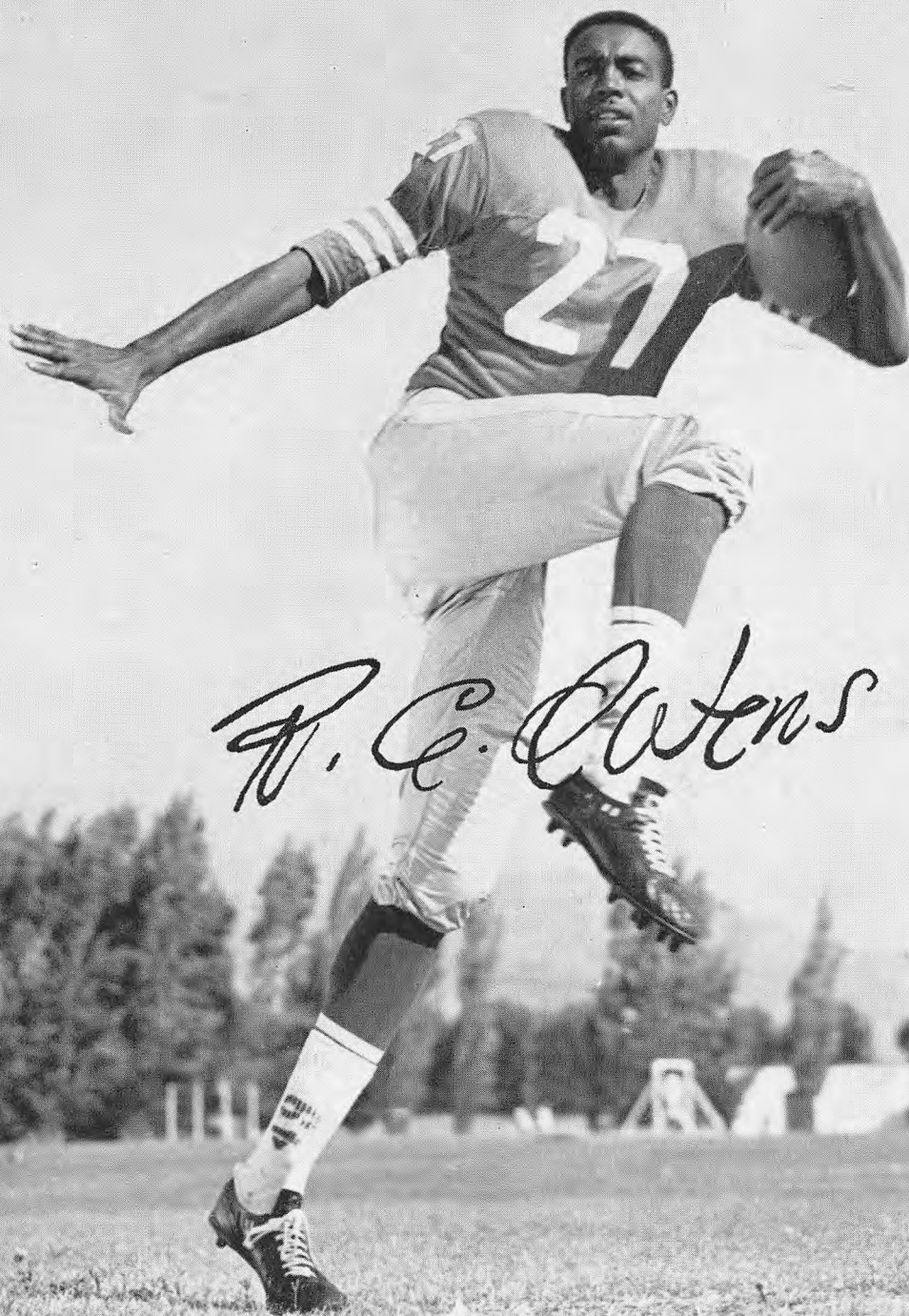
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49ers



R. C. Owens

THE 49er PHOTO GALLERY



49ers

Coaching Staff

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The 1960 National Football League Season has proved once again that professional football is unmatched for thrills and sheer dramatic impact. Your Christmas gift list won't be a problem if it includes 1961 Forty Niner season tickets for relatives, friends and business associates.

An attractive gift card is provided for those who wish to order season books for 1961 at \$27 each.

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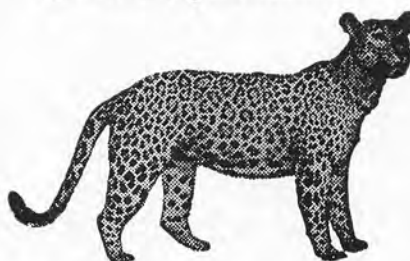


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SAN FRANCISCO FORTY NINERS

No.	Name	Pos.	Ht.	Wt.	Age	Years in League	School
25	BAKER, Dave	HB	6.0	193	23	3	Oklahoma
77	BOSLEY, Bruce	G	6.2	240	26	5	West Virginia
12	BRODIE, John	QB	6.1	186	25	4	Stanford
63	CLARK, Monte	T	6.6	260	23	2	Southern California
86	COLCHICO, Don	E	6.4	236	23	1	San Jose State
88	CONNER, Clyde	E	6.2	190	27	5	College of Pacific
64	CONNOLLY, Ted	G	6.3	242	28	6	Santa Clara-Tulsa
36	DAVIS, Tommy	K	6.0	212	25	2	Louisiana State
44	DOVE, Eddie	HB	6.2	180	23	2	Colorado
54	HARRISON, Bob	LB	6.2	220	23	2	Oklahoma
55	HAZELTINE, Matt	LB	6.1	220	27	6	California
75	HENKE, Ed	E	6.4	221	32	8	Southern California
83	KELLEY, Gordon	LB	6.3	231	22	1	Georgia
70	KRUEGER, Charlie	E	6.4	245	23	2	Texas A & M
26	LYLES, Lenny	HB	6.2	202	24	3	Louisville
87	MACKEY, Dee	E	6.5	236	24	1	East Texas State
62	MAGAC, Mike	G	6.3	240	22	1	Missouri
80	MERTENS, Jerry	HB	6.0	183	24	3	Drake
53	MORZE, Frank	C	6.4	264	27	4	Boston College
39	McELHENNY, Hugh	HB	6.1	198	31	9	Washington
73	NOMELLINI, Leo	T	6.3	262	36	11	Minnesota
23	NORTON, Ray	HB	6.2	184	22	1	San Jose State
33	OSBORNE, Clancy	LB	6.3	218	25	2	Arizona State University
27	OWENS, R. C.	HB	6.3	190	25	4	College of Idaho
34	PERRY, Joe	FB	6.0	206	33	13	Compton Junior College
42	RIDLON, Jim	HB	6.1	177	25	4	Syracuse
32	ROBERTS, C. R.	FB	6.3	197	24	2	Southern California
76	ROHDE, Len	E	6.4	240	22	1	Utah State
52	RUBKE, Karl	C	6.4	239	24	4	Southern California
74	SCHMIDT, Henry	T	6.4	260	23	2	Southern California-Trinity
24	SMITH, J. D.	FB	6.1	201	27	5	North Carolina A & T
79	ST. CLAIR, Bob (C)	T	6.9	265	29	8	University of San Francisco-Tulsa
85	STICKLES, Monty	E	6.4	230	22	1	Notre Dame
14	TITTLE, Y. A.	QB	6.1	195	33	13	Louisiana State
78	THOMAS, John	T	6.4	246	25	3	College of Pacific
11	WATERS, Bobby	QB	6.2	184	22	1	Presbyterian
82	WILSON, Jerry	E-LB	6.2	235	23	2	Auburn
40	WOODSON, Abe	HB	5.11	188	25	3	Illinois

COACHING STAFF

Head Coach—Howard "Red" Hickey (Arkansas)

Assistants—Mark Duncan (Denver); Bill Johnson (Tyler J.C.); Jack Christiansen (Colorado State); Billy Wilson (San Jose State).

Director of Personnel—Lynn "Pappy" Waldorf (Syracuse).

Trainer—Henry Schmidt.

Equipment Manager—Chico Norton.

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1960 Rohde's Giants



FIRST ROW, left to right: Henry Schmidt (trainer), Dave Baker, Abe Woodson, Jerry Mertens, Bob Harrison, Matt Hazeltine, John Brodie, R. C. Owens, Tommy Davis, Jim Riddon, Billy Wilson, Chico Norton (equipment manager). SECOND ROW: Joe Perry, Bob Waters, Eddie Dove, Clyde Conner, Y. A. Tittle, J. D. Smith, Hugh McElhenny, Leonard Lyles, C. R. Roberts. THIRD ROW: Jack Christiansen (assistant coach), Karl Rubke, Charlie Krueger, Len Rohde, Ted Connolly, Bruce Bosley, John Wittenborn, Mike Magac, Ray Norton, Clancy Osborne, Monty Strickles, Mark Duncan (assistant coach), Howard Hickey (head coach). FOURTH ROW: Henry (Hawk) Schmidt, Ed Henke, Gordon Kelley, Monte Clark, Captain Bob St. Clair, Dee Mackey, John Thomas, Frank Morze, Leo Nomellini, Dan Colchico.





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SAN FRANCISCO 49ER INDIVIDUAL CAREER RECORDS

Rushing— Joe Perry (12 seasons) — 1,607 carries for 8,496 yards, including two seasons in All-America Conference. (Perry also holds the all-time NFL record of 1,415 carries for 7,151 yards in 10 seasons.)

Passing— Y. A. Tittle (12 seasons) — 1,627 completions in 2,960 attempts for 21,937 yards and 142 touchdowns. (Includes Tittle's two seasons in the All-America Conference. Yardage total exceeded only by Sammy Baugh (22,085) in all-time pro records.)

Receiving— Billy Wilson (9 Seasons) — 404 catches for 5,851 yards (second only to Don Hutson in all-time pro records).



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SAN FRANCISCO 49ERS

PROBABLE STARTING LINEUP (Defense)

No.	Name	Position
86	DAN COLCHICO	LE
73	LEO NOMELLINI	LT
63	MONTE CLARK	RT
70	CHARLIE KRUEGER	RE
33	CLANCY OSBORNE	LLB
54	BOB HARRISON	MLB
55	MATT HAZELTINE	RLB
80	JERRY MERTENS	LH
40	ABE WOODSON	RH
25	DAVE BAKER	LS
44	EDDIE DOVE	RS

THE SQUAD

11 Waters, QB	40 Woodson, HB	75 Henke, E
12 Brodie, QB	42 Ridlon, HB	76 Rohde, E
14 Tittle, QB	44 Dove, HB	77 Bosley, G
23 Norton, HB	52 Rubke, C	78 Thomas, T
24 Smith, J.D., FB	53 Morze, C	79 St. Clair, T
25 Baker, HB	54 Harrison, LB	80 Mertens, HB
26 Lyles, HB	55 Hazeltine, LB	82 Wilson, E-LB
27 Owens, E-HB	62 Magac, G	83 Kelley, LB
32 Roberts, FB	63 Clark, T	85 Stickles, E
33 Osborne, C., LB	64 Connolly, G	86 Colchico, E
34 Perry, FB	70 Krueger, E	87 Mackey, E
36 Davis, K	73 Nomellini, T	88 Conner, E
39 McElhenny, HB	74 Schmidt, T	

See the Forty Niners on KPIX-TV Channel 5 — brought to you by Marlboro



BALTIMORE COLTS

PROBABLE STARTING LINEUP (Offense)

No.	Name	Position
82	RAYMOND BERRY	LE
77	JIM PARKER	LT
63	ART SPINNEY	LG
50	MADISON NUTTER	C
68	ALEX SANDUSKY	RG
60	GEORGE PREAS	RT
84	JIM MUTSCHELLER	RE
19	JOHN UNITAS	QB
25	ALEX HAWKINS	LH
24	LENNY MOORE	RH
31	BILLY PRICER	FB

17	Brown, QB
19	Unitas, QB
20	Davis, HB
21	DeCarlo, E-HB
23	Taseff, HB
24	Moore, HB
25	Hawkins, HB
26	Sommer, HB
31	Pricer, FB
35	Ameche, FB
36	Pellington, LB
40	Boyd, HB
41	Simpson, HB

THE SQUAD

43	Kovac, HB	68	Sandusky, G
44	Sample, HB	70	Donovan, T
46	Welch, HB	73	Shields, T
50	Nutter, C	76	Lipscomb, T
52	Szymanski, LB	77	Parker, T
60	Preas, T	79	Plunkett, T
61	Smith, G-LB	80	Nelson, HB
62	Pyle, G	81	Braase, E
63	Spinney, G	82	Berry, E
64	Matuszak, LB	83	Joyce, E
65	Myhra, G	84	Mutscheller, E
66	Shinnick, LB	87	Richardson, E
67	Colvin, T	89	Marchetti, E

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49ERS' FIVE YEAR RECORD VS 1960 HOME OPPONENTS

BALTIMORE COLTS

49ers		Opponent	
14	1955	26	
35		24	
20	1956	17	
30		17	
21	1957	27	
17		13	
27	1958	35	
21		12	
14	1959	45	
14		34	

CHICAGO BEARS

20	1955	19	
23		34	
7	1956	31	
21		38	
21	1957	17	
21		17	
6	1958	28	
14		27	
20	1959	17	
3		14	

DETROIT LIONS

27	1955	24	
38		31	
17	1956	20	
13		17	
35	1957	31	
10		31	
24	1958	21	
21		35	
34	1959	13	
33		7	

GREEN BAY PACKERS

49ers		Opponent	
21	1955	27	
7		28	
17	1956	16	
38		20	
24	1957	14	
27		20	
33	1958	12	
48		21	
20	1959	21	
14		36	

LOS ANGELES RAMS

14	1955	23	
14		27	
33	1956	30	
6		30	
23	1957	20	
24		37	
3	1958	33	
7		56	
34	1959	0	
24		16	

NEW YORK GIANTS

14	1952	23	
21	1956	38	
27	1957	17	

THE COCA-COLA BOTTLING COMPANY OF CALIFORNIA
SAN FRANCISCO, CALIFORNIA

BALTIMORE COLTS

No.	Name	Pos.	Ht.	Wt.	Age	Years in NFL	College
17	BROWN, Raymond	QB	6.2	195	24	3	Mississippi
19	UNITAS, John	QB	6.1	194	27	5	Louisville
20	DAVIS, Milt	HB	6.1	181	31	4	UCLA
21	DeCARLO, Art	E-HB	6.2	202	29	6	Georgia
23	TASEFF, Carl	HB	5.11	194	32	9	John Carroll
24	MOORE, Lenny	HB	6.1	190	27	5	Penn State
25	HAWKINS, Alex	HB	6.1	190	23	2	South Carolina
26	SOMMER, Mike	HB	5.10	185	24	2	Geo. Washington
31	PRICER, Billy	FB	5.10	210	25	4	Oklahoma
35	AMECHE, Alan	FB	6.1	220	27	6	Wisconsin
36	PELLINGTON, Bill	LB	6.2	238	33	8	Rutgers
40	BOYD, Bob	HB	5.10 1/2	190	23	1	Oklahoma
41	SIMPSON, Jack	HB	5.10	185	26	3	Florida
43	KOVAC, Ed	HB	6.1	197	22	1	Cincinnati
44	SAMPLE, John	HB	6.1	203	23	3	Maryland State
46	WELCH, Jim	HB	6.0	190	22	1	SMU
50	NUTTER, Madison	C	6.4	240	29	7	VPI
52	SZYMANSKI, Dick	LB	6.3	235	28	5	Notre Dame
60	PREAS, George	T	6.2	255	27	6	VPI
61	SMITH, Zeke	G-LB	6.2	230	24	1	Auburn
62	PYLE, Palmer	G	6.2	240	23	1	Michigan State
63	SPINNEY, Art	G	6.1	236	33	9	Boston College
64	MATUSZAK, Marv	LB	6.2	228	29	7	Tulsa
65	MYHRA, Steve	G	6.1	240	26	4	North Dakota
66	SHINNICK, Don	LB	6.0	235	25	4	UCLA
67	COLVIN, Jim	T	6.2	240	23	1	Houston
68	SANDUSKY, Alex	G	6.3	238	28	7	Clarion
70	DONOVAN, Art	T	6.3	270	35	11	Boston College
73	SHIELDS, Labron	T	6.2	240	23	1	Tennessee
76	LIPSCOMB, Gene	T	6.6	288	29	8	Miller (Detroit) H.S.
77	PARKER, Jim	T	6.3	275	26	4	Ohio State
79	PLUNKETT, Sherman	T	6.4	270	27	3	Maryland State
80	NELSON, Andy	HB	6.1	180	27	4	Memphis State
81	BRAASE, Ordell	E	6.4	242	28	4	South Dakota
82	BERRY, Raymond	E	6.2	190	27	6	SMU
83	JOYCE, Don	E	6.3	250	31	10	Tulane
84	MUTSCHELLER, Jim	E	6.1	204	30	7	Notre Dame
87	RICHARDSON, Jerry	E	6.3	185	24	2	Wofford
89	MARCHETTI, Gino	E	6.4	245	33	9	San Francisco

COACHING STAFF

Head Coach—Weeb Ewbank

Assistants—Charles Winner, Herman Ball, John Sandusky, Don McCafferty.

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"Folly on the Fourth Down"

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ALAN AMECHE, FB



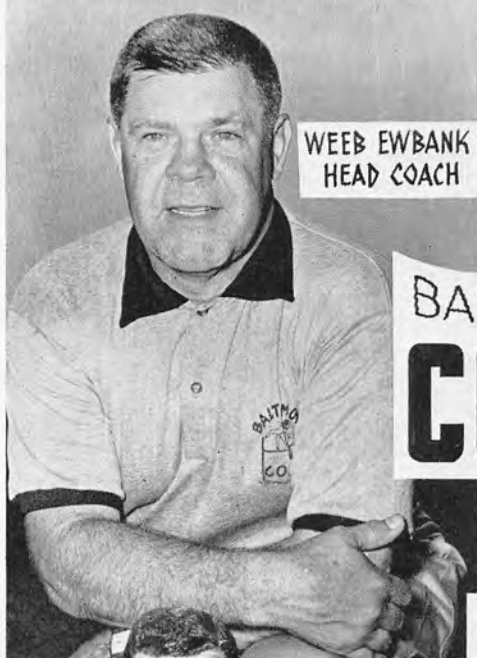
ORDELL BRAASE, E



GINO MARCHETTI, E



JOHN SAMPLE, HB

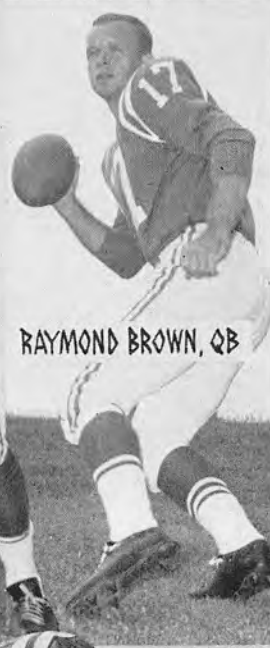


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COLTS



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BILL PELLINGTON, LB



JIM MUTSCHELLER, E



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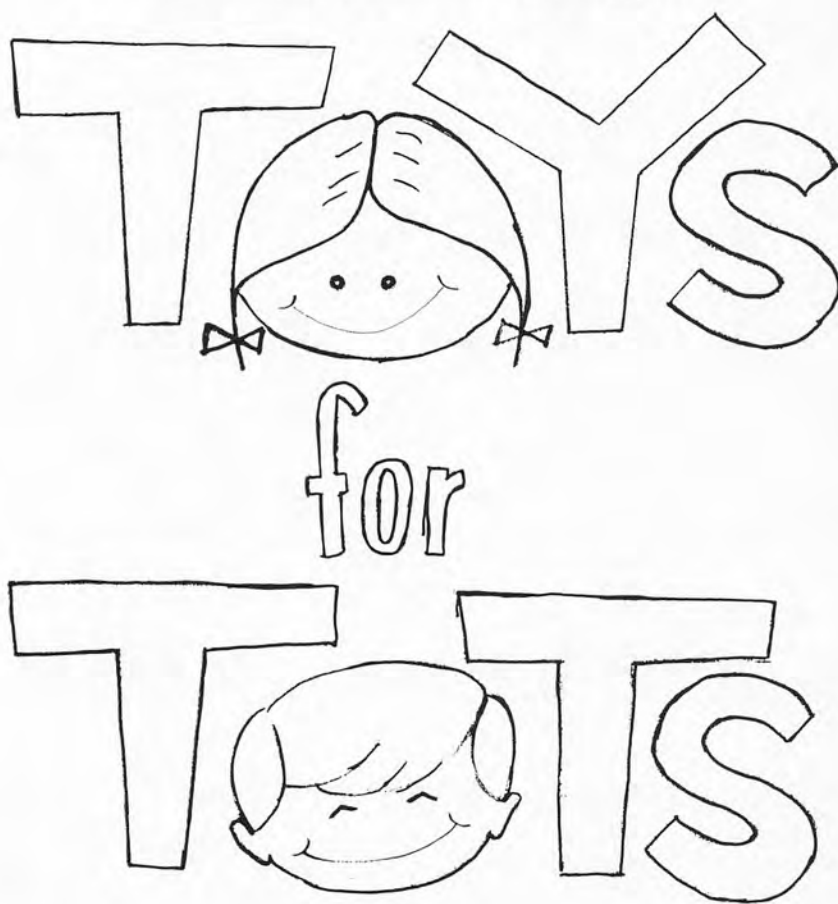
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STEVE HANNAH



The Campbell High School "Bucaneers" Band, which appeared at our Game with the Los Angeles Rams on October 2nd, is another example of the exceptional Marching and Show Organizations who appear in Kezar each year for the entertainment of 49er Fans. They presented an outstanding show and drill to the Music of "Flower Drum Song," which salutes San Francisco . . . The Campbell band is under the direction of William Perkins, and the "Pirates" Girls Drill Team is directed by Marie Patterson. Steve Hannah is Drum Major, and Sharon James is Head Majorette. School Principal is Robert M. Culp.



EUGENE GRAVES, Director of Bands

Today's Half-Time Guest Organization Castro Valley High School



CASTRO VALLEY HIGH SCHOOL "SPARTAN" BAND

Today's Guest Band comes from across the Bay in Castro Valley. It is one of the finest in Northern California, from both a concert standpoint as well as a Marching and Show Band. Last year the Dance Band from within this fine "Spartan" Band placed second in the All-U.S. Competition for High School Dixieland Bands. So, part of their program today honors Dixieland Music and The South . . . Eugene Graves is director, and the band will be fronted today by Drum Majors Don Ross and Bob Hamm. Doctor Robert Bush is principal of Castro Valley High.



DON SHINNICK, LB



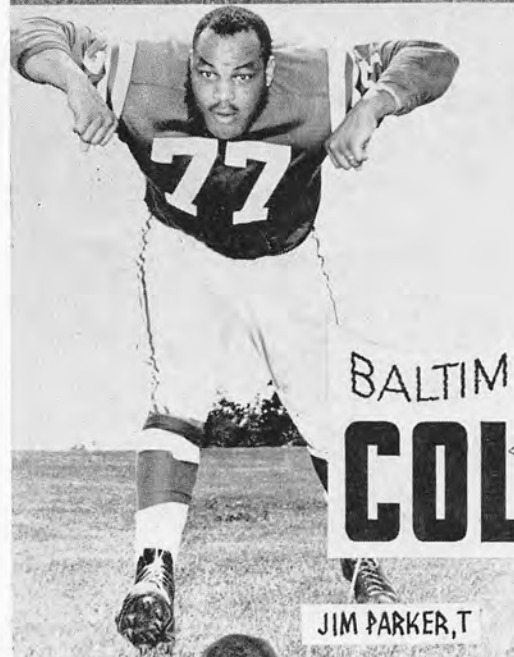
RAYMOND BERRY, E



JOHN UNITAS, QB



LENNY MOORE, HB



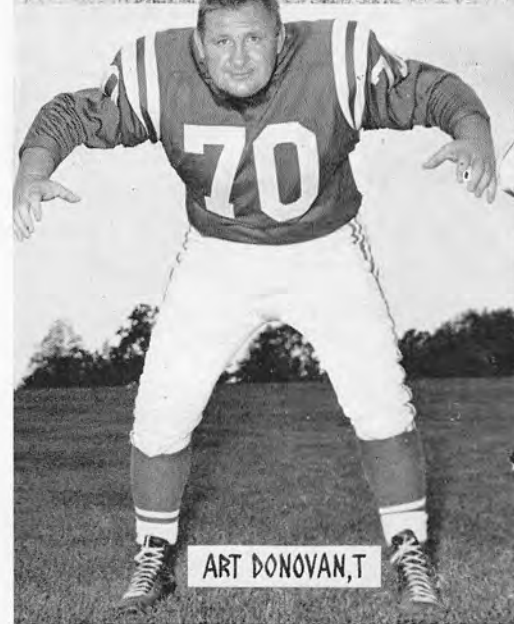
JIM PARKER, T



STEVE MYHRA, G



MILT DAVIS, HB



ART DONOVAN, T



BILLY PRICER, FB



BOB BOYD, HB

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Please Keep the Field Clear

The Recreation and Park Board, the police department and the 49ers sincerely request your cooperation in keeping the playing field clear—before, during and after the game.

Game officials are under instructions from Commissioner Pete Rozelle of the National Football League to halt play when spectators go on the field or mill around the sidelines.

This rule is primarily for the protection of the fans. Several years ago a young boy narrowly escaped serious injury or even death when he was caught beneath an avalanche of people—adults as well as children—racing onto the field.

Parents, in particular, are urged to warn their children of the danger involved in leaving their seats and going on the field.

All of us are here because we enjoy football. Let's make sure that this enjoyment is not wiped out by a serious tragedy.

THANK YOU



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baseball teams
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NATIONAL FOOTBALL LEAGUE '60 SCHEDULE

Sept. 23	St. Louis	43	at Los Angeles	21
Sept. 24	Pittsburgh	35	at Dallas	28
Sept. 25	Chicago	17	at Green Bay	14
" 25	Cleveland	41	at Philadelphia	24
" 25	New York	21	at SAN FRANCISCO	19
" 25	Washington	0	at Baltimore	20
" 25	Detroit—Bye			
Sept. 30	Philadelphia	26	at Dallas	25
Oct. 2	Chicago	7	at Baltimore	42
" 2	Detroit	9	at Green Bay	28
" 2	Los Angeles	9	at SAN FRANCISCO	13
" 2	New York	35	at St. Louis	14
" 2	Pittsburgh	20	at Cleveland	28
" 2	Washington—Bye			
Oct. 9	Baltimore	21	at Green Bay	35
" 9	Dallas	14	at Washington	26
" 9	Los Angeles	27	at Chicago	34
" 9	New York	19	at Pittsburgh	17
" 9	St. Louis	27	at Philadelphia	31
" 9	SAN FRANCISCO	14	at Detroit	10
" 9	Cleveland—Bye			
Oct. 16	Cleveland	48	at Dallas	7
" 16	Detroit	10	at Philadelphia	28
" 16	Los Angeles	17	at Baltimore	31
" 16	St. Louis	14	at Pittsburgh	27
" 16	SAN FRANCISCO	10	at Chicago	27
" 16	Washington	24	at New York	24
" 16	Green Bay—Bye			
Oct. 23	Baltimore	17	at Detroit	30
" 23	Chicago	24	at Los Angeles	24
" 23	Dallas	10	at St. Louis	12
" 23	Philadelphia	31	at Cleveland	29
" 23	Pittsburgh	27	at Washington	27
" 23	SAN FRANCISCO	14	at Milwaukee (Green Bay)	41
" 23	New York—Bye			
Oct. 30	Baltimore	45	at Dallas	7
" 30	Chicago	7	at SAN FRANCISCO	25
" 30	Cleveland	31	at Washington	10
" 30	Detroit	35	at Los Angeles	48
" 30	Green Bay	19	at Pittsburgh	13
" 30	St. Louis	20	at New York	13
" 30	Philadelphia—Bye			
Nov. 6	Detroit	24	at SAN FRANCISCO	0
" 6	Green Bay	24	at Baltimore	38
" 6	Los Angeles	38	at Dallas	13
" 6	New York	17	at Cleveland	13
" 6	Pittsburgh	7	at Philadelphia	34
" 6	Washington	7	at St. Louis	44
" 6	Chicago—Bye			
Nov. 13	Baltimore	24	at Chicago	20
" 13	Dallas	7	at Green Bay	41
" 13	Los Angeles	10	at Detroit	12
" 13	Pittsburgh	24	at New York	27
" 13	St. Louis	27	at Cleveland	28
" 13	Washington	13	at Philadelphia	19
" 13	SAN FRANCISCO—Bye			
Nov. 20	Cleveland	10	at Pittsburgh	14
" 20	Detroit	7	at Chicago	28
" 20	Los Angeles	33	at Milwaukee (Green Bay)	31
" 20	Philadelphia	17	at New York	10
" 20	St. Louis	26	at Washington	14
" 20	SAN FRANCISCO	26	at Dallas	14
" 20	Baltimore—Bye			
Nov. 24	Green Bay	10	at Detroit	23
Nov. 27	Cleveland	17	at St. Louis	17
" 27	Dallas	7	at Chicago	17
" 27	New York	23	at Philadelphia	31
" 27	SAN FRANCISCO	30	at Baltimore	22
" 27	Washington	10	at Pittsburgh	22
" 27	Los Angeles—Bye			

Dec. 4	Dallas	31	at New York	31
" 4	Detroit	20	at Baltimore	15
" 4	Green Bay	41	at Chicago	13
" 4	Philadelphia	20	at St. Louis	6
" 4	SAN FRANCISCO	23	at Los Angeles	7
" 4	Washington	16	at Cleveland	27
" 4	Pittsburgh—Bye			
Dec. 10	Green Bay	13	at SAN FRANCISCO	0
Dec. 11	Baltimore	3	at Los Angeles	10
" 11	Chicago	0	at Cleveland	42
" 11	Dallas	14	at Detroit	23
" 11	New York	17	at Washington	3
" 11	Philadelphia	21	at Pittsburgh	27
" 11	St. Louis—Bye			
Dec. 17	Green Bay		at Los Angeles	
Dec. 18	Baltimore		at SAN FRANCISCO	
" 18	Chicago		at Detroit	
" 18	Cleveland		at New York	
" 18	Philadelphia		at Washington	
" 18	Pittsburgh		at St. Louis	
" 18	Dallas—Bye			

MONDAY, DEC. 26 or SUNDAY, JAN. 1st, 1961—World's Championship Playoff in Home City of the Eastern Conference Champions.

SUNDAY, JAN. 15, 1961—ALL STAR PRO-BOWL GAME AT LOS ANGELES.

NIGHTLY THRU DEC. 21



GEORGE GOBEL

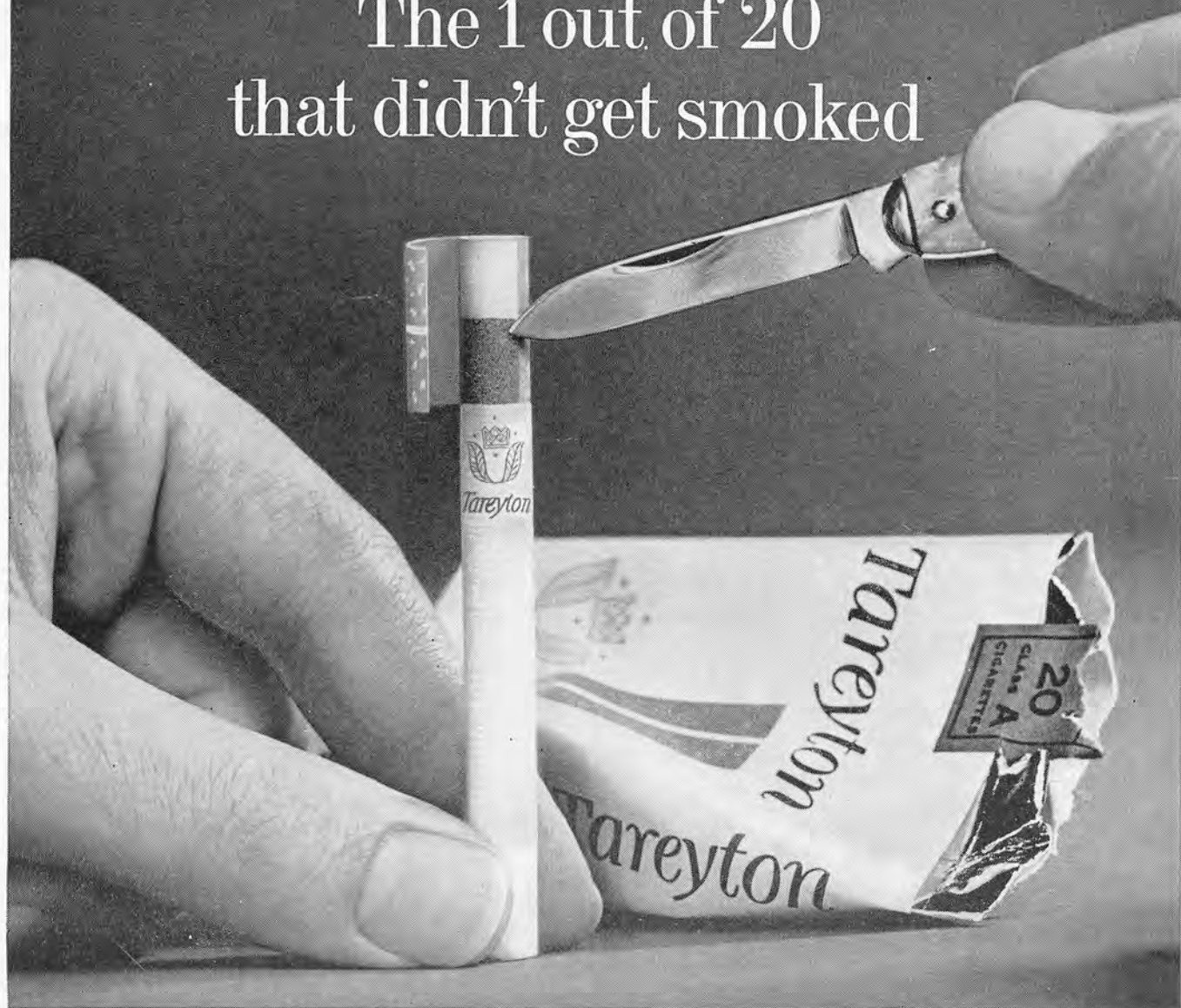
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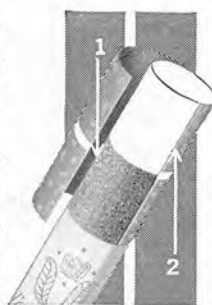
The 1 out of 20
that didn't get smoked



There's a lot of satisfaction in pointing out something good to a friend. That's why it sometimes happens that one cigarette out of a pack of Dual Filter Tareytons never does get smoked.

People break it open to show its unique Dual Filter containing Activated Charcoal. They may not know why it works so well, but they do know this: It filters for *flavor*—the *finest* flavor by far. Yes, above all, Tareyton has the taste . . . and the Dual Filter does it!

Try a pack of Dual Filter Tareyton. We believe the extra pleasure they bring will soon have you passing the good word to your friends.



Tareyton has the taste— DUAL FILTER DOES IT!

HERE'S HOW: 1. It combines a unique inner filter of ACTIVATED CHARCOAL . . . definitely proved to make the taste of a cigarette mild and smooth . . .

2. with a pure white outer filter. Together they select and balance the flavor elements in the smoke. Tareyton's **flavor-balance** gives you the best taste of the best tobaccos.

NEW DUAL FILTER *Tareyton*

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When you can't come to the games TUNE IN 49ERS' FOOTBALL on KSFO or consult your local radio listings. All games brought to you by DUAL FILTER TAREYTON.



Invitation
to Relaxation The time is twilight, the mood is mellow, the drink is
7 Crown—the happiest combination to end a long day's labors. If you haven't savored these
rewards of relaxation, do so tonight, keeping in mind the spirit of the hour is the whiskey that delivers
clarity and character of taste surpassing any other. **SAY SEAGRAM'S AND BE SURE**

